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| BRAND: | Piramal | |
| MONTH: | October | |
| NO OF CONTENT: | 12 (10 static + 2 GIF) | |
| BRIEF | TO: | Anjalika, Viraj |
| FROM: | Afridi |
| DEADLINE: | 15/09 for copies, artworks by 25/09 |

DIRECTION / BRIEF FOR CONTENT CALENDAR

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| DATE | TOPIC / AREA | KEY MESSAGE | VISUAL HINT | REMARKS |
| 14/09 | Content for small businesses (3) | What is the best way you can sell your products with glass packaging |  | \*2 teaser posts  \*1 solution post  \*Add their product link also from their website to show people what glass product they can use |
|  | World food day post and lead up content (4) | 3 posts leading upto world food day on why food loves glass and 1 post on world food day summarizing it |  |  |
|  | World Childrens Day (1) | Something fun |  |  |
|  | World Teachers Day (1) | The teacher setting an example for students by using a glass water bottle |  |  |
|  | #ApiWenas (3) |  |  |  |